

RJ REYNOLDS

TOBACCO COMPANY

February 20, 1997

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

*** * *RESPONSE REQUIRED BY 3/3/97* * ***

TO DIVISION SALES PERSONNEL

CAMEL B2GF LIGHTER / MAY PROMOTION #700033

The attached Territory listing shows allocated number of Displays to be shipped to your retail accounts for the above promotion. Number of Displays has been determined based upon the *RJR Model* - not VAP participation. However, if a retail account has been allocated displays, but is not signed up on VAP, promotion delivery becomes impossible.

Therefore, it is necessary to review your Assignment, make adjustments as necessary and return to my attention no later than 3/3/97. Each Rep has been allocated an additional 20 SKUs which needs to be added to existing allocation. These additional SKUs should be utilized to heavy-up at retail around PM Exclusive and/or RJR Lock-Out locations.

MAKING REVISIONS:

1. Where no VAP Wholesaler exists, either sign up that account on VAP if possible, or 'O' out displays and reallocate display(s) to another appropriate account.
2. Indicate new VAP wholesaler name in the 'VAP Wholesaler' Column.
3. Indicate changed SKU quantities on line next to 'Revised Plan SKUs _____'
4. *Ensure that after all changes have been made, the number of displays matches the Total Number of Displays indicated on the last page of your Assignment Worksheet (this number should include a residual amount of 20 extra SKUs).*

51859 0704

Once you have completed your changes, ***make a copy of your Territory List to keep for future reference***, and mail or fax to my attention. If you fax your List to me, please ensure that all changes/ updates are legible.

If you have questions, call.

Any updates received at the ROU after 3/3/97 will not be updated.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: S. MacLeod

Division Managers

NOTE: EVERY ATTEMPT SHOULD BE MADE TO "***HONOR THY MODEL***"! THE PURPOSE OF PROVIDING YOU THE OPPORTUNITY TO REVIEW AND MAKE CHANGES IS THAT WE REALIZE THE **MODEL** IS NOT 100% ACCURATE. IN SOME ASSIGNMENTS, CHANGES WILL OCCUR, WHILE IN OTHERS THERE MAY BE NO CHANGES. THE POINT IS THAT ADJUSTMENTS SHOULD BE FEW AND WE SHOULD **NOT** BE MAKING MASSIVE CHANGES TO THE PLAN DESIGNATED RETAIL QUANTITIES!!